

SAMSUNG History of Innovation



2012



- Capacity Innovation
- Feature Innovation
 - Dual Wash & Dry
 - Add Wash
 - Active Wash
 - SuperSpeed

[WF457]

- LCD, Smart(Wi-Fi)
- 27" F/L
- Largest(4.5cf)

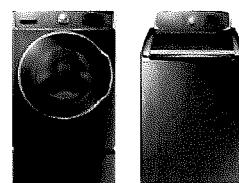
2013



[WA50F]

- 27" T/L
- Largest(5.0cf)

2014



[9100H/9000H]

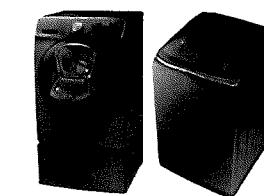
- 30" F/L, T/L Largest (5.6cf)
- SuperSpeed (50%↓, F/L)

2015



[Active Wash]

- Built-in Sink



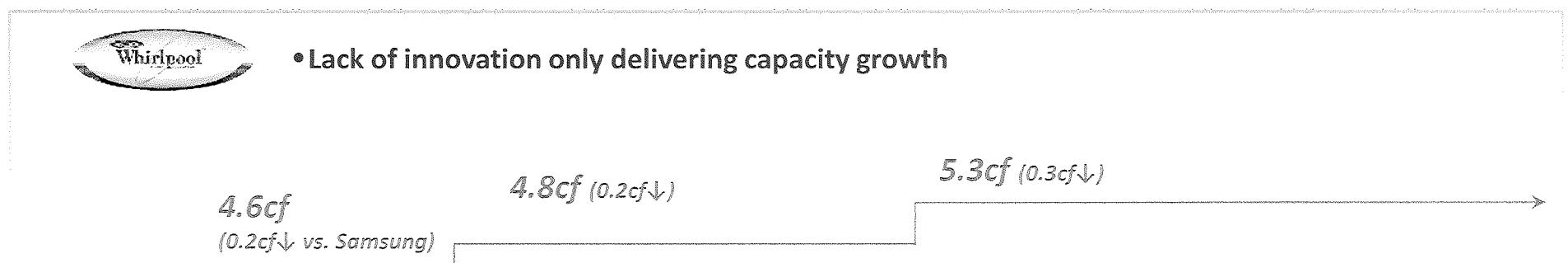
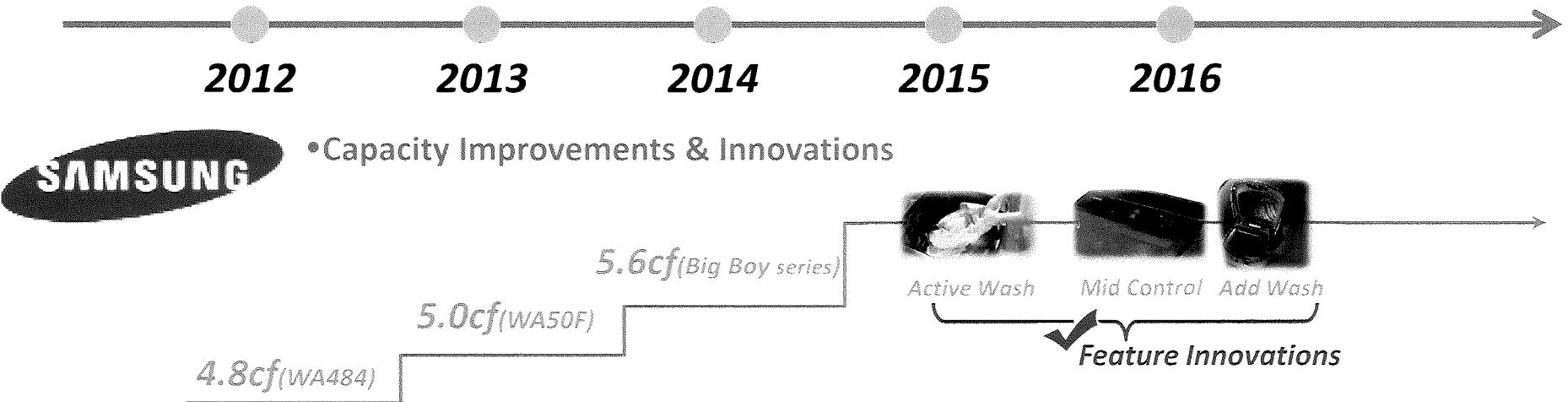
[Add Wash]

- Add item during the cycle
- F/L Largest(5.0cf)
- * Standard size, 27"

[Mid Control]

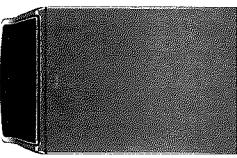
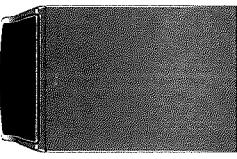
- Easier control/
- Larger Built-in Sink

SAMSUNG Delivering New Innovations



Industry's first Built in Sink

Top Load - Lack of differentiation, Capacity and Heater Play



Old

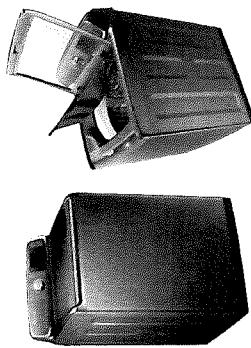
4.8 cf.

5.3 cf.

5.3 cf. + Heater

activewash™

Built In Sink



activewash™ a sink inside your washer for pre treatment needs

SuperSpeed



Largest Capacity
(in Standard size, 27")

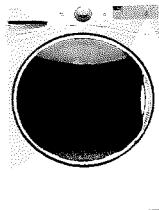


New

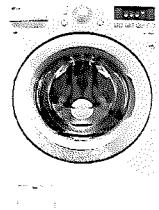
Industry's first integrated laundry experience
One-stop laundry solution to save time and efforts

Solution to consumer's day-to-day pain point Add Wash™

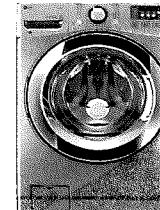
Front Load - Lack of differentiation, Capacity and Heater Play



4.2 cf.



4.3 cf.

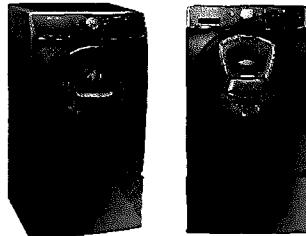


4.5 cf. + Heater



AddWash™ takes care of everyday pain point in your laundry room

AddWash



Add Wash Door



SuperSpeed



Largest Capacity
(in Standard size, 27")



Simply add any missed items during the wash
Daily solution for consumers to save time and effort